

This month, we completed a test of Basic Menthol (1/94 blend); it performs well relative to Kool and Newport. among Marlboro, Kool, Newport, and Salem smokers.

We have only one Doral Menthol test and one Doral Lights test (~1992/93). Doral was not rated high on liking among the full flavor smokers and Doral Lights was not rated high on liking among the lights smokers.

We do not have any testing on Monarch or Cambridge. One test of Doral Menthol and one test of Monarch Menthol is planned for 1994.

Tim Callahan (4719) or Liz Chambers (2871) may be able to provide you with product characteristics (Tar and ET%) for the Monarch Menthol Box product as well as the other brands you inquired about (Basic, Cambridge, Doral, GPC, Monarch Soft Pack)

The analyticals (averaged over number of tests) below are for the products tested on POL. Liz Chambers (Ext. 2871) may be able to get you more current information on Tar and ET%.

<u>Cigarettes Tested</u>	<u>Tar</u>	<u>Menthol</u>	<u>Tar/puff</u>	<u>Tipping</u>	
	<u>Menthol/puff</u>	<u>Color</u>			
Marlboro (4)	15.4	0.56	1.99	0.072	Cork
Newport (4)	18.3	0.51	2.25	0.061	Cork
Kool (4)	16.3	0.55	2.24	0.072	Cork
Salem (3)	17.5	0.62	2.12	0.074	White
Alpine (3)	15.5	0.57	1.99	0.074	White
Doral (1)	14.7	0.52	1.67	0.059	Cork
Basic (1)	15.8	0.62	2.00	0.078	Cork
Marlboro Lights (3)	10.2	0.60	1.28	0.078	White
Salem Lights (2)	10.4	0.48	1.28	0.059	White
Alpine Lights (2)	9.8	0.60	1.25	0.078	White
Doral Lights (1)	9.5	0.62	1.10	0.072	Cork

Bind Product Results:

Newport FF King Size

Newport has a lower menthol per puff relative to Kool, Salem, and Marlboro. In product testing, Newport has a lower menthol perception relative to the other brands among Kool, Salem, Newport, and Marlboro smokers.

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Newport performs well relative to Kool, Salem, and Marlboro among Marlboro and Newport smokers.

Newport is rated lower on liking relative to Kool, Salem, and Marlboro among Kool and Salem smokers.

Generally, Basic is rated similarly to or better than Newport among the full flavor smokers.

NEWPORT SMOKERS?

Kool FF King Size versus Basic

Generally, Basic is rated similarly to or better than Kool among the full flavor smokers.

Salem Lights

The menthol per puff for Salem Lights is lower than that of Alpine Lights. Salem Lights is rated similarly on liking to Alpine Lights among Marlboro Lights and Salem Lights smokers. In our product testing, Salem Lights has a lower menthol perception relative to Alpine Lights.

We have not conducted any Basic Lights KS Menthol testing. Currently, no testing is planned for this year.

As mentioned earlier, we have only one Doral Lights test (~1992/93). It did not perform well among Marlboro Lights and Salem Lights smokers.

I do not have any information on RJR or B&W's approach to dealing with the risk of cannibalization. Tim Callahan may have some incites as to what is going on with blend changes on the discount products.

Note: In an earlier Brand X meeting in Richmond with Carl, it was mentioned that the B&H Menthol KS blend could be used as a "Newport Fighter." Blind product testing showed that this blend performed well among Newport smokers. Its tar per puff is similar to that of Marlboro but the product had a slightly higher menthol per puff.

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